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FACSIMILE COVER SHEET

The Law Offices of
STRAUB & POKOTYLO

788 Shrewsbury Ave.
Tinton Falls, NJ 07724

Telephone: 732-936-1400
Facsimile: 732-936-1401
Internet site: www.sp-ip.com

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From: John C. Pokotylo, Esq.

Date: August 17, 2010

Number of Pages Including Cover: 6

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a Two (2) Month Extension of Time (2 pgs.); and
- 4) Notice of Appeal (1 pg.).

Attorney Docket No.: Google-35APP (GP-090-00-US)

Appl. No.: 10/748,870

Applicants: Jeffrey A. DEAN, et al.

Filed: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS

TC/A.U.: 2178

Examiner: Wilson W. Tsui

CERTIFICATE OF FACSIMILE TRANSMISSION

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Type or print name of person signing certification

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Signature

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Modified PTO/SB/21 (08-00)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM

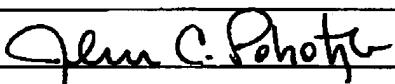
(to be used for all correspondence after initial filing)

		Application Number	10/748,870
		Filing Date	December 29, 2003
		First Named Inventor	Jeffrey A. DEAN
		Group Art Unit	2178
		Examiner Name	Wilson W. Tsui
Total Number of Pages in This Submission		Attorney Docket Number	Google-35APP (GP-090-00-US)

ENCLOSURES (check all that apply)

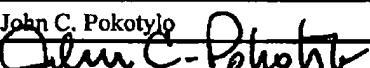
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	August 17, 2010

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Typed or printed name	John C. Pokotylo
Signature	

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Modified PTO/SB/17 (01-03)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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FEE TRANSMITTAL for FY 2010

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 400.00)

Complete if Known

Application Number	10/748,870
Filing Date	December 29, 2003
First Named Inventor	Jeffrey A. DEAN
Examiner Name	Wilson W. Tsui
Art Unit	2178
Attorney Docket No.	Google-35APP (GP-090-00-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)
 Charge any underpayment of fee(s) indicated below Credit any overpayments
 Charge any fee(s) due in connection with the filing submitted herewith
 Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1090	54.5	Utility fee	
460	23.0	Design fee	
720	36.0	Plant fee	
1520	78.0	Reissue fee	
220	11.0	Provisional fee	
SUBTOTAL (1) (\$ 0.00)			

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Large Entity	Small Entity	Fee from Extra Claims	Fee Paid
Total Claims		-20** =	X =
Independent Claims		- 3** =	X =
Multiple Dependent			=

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 52	2202 26	Claims in excess of 20
1201 220	2201 110	Independent claims in excess of 3
1203 390	2203 195	Multiple dependent claim, if not paid
1204 220	2204 110	**Reissue independent claims over original patent
1205 52	2205 26	**Reissue claims in excess of 20 and over original patent
SUBTOTAL (2) (\$ 0.00)		

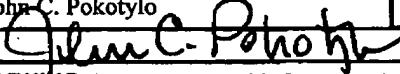
** or number previously paid, if greater. For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath		
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet		
1053 130	1053 130	Non-English specification		
1812 2,520	1812 2,520	For filing a request for ex parte reexamination		
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action		
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action		
1251 130	2251 65	Extension for reply within first month		-130.00
1252 490	2252 245	Extension for reply within second month		490.00
1253 1,110	2253 555	Extension for reply within third month		
1254 1,730	2254 865	Extension for reply within fourth month		
1255 2,350	2255 1,175	Extension for reply within fifth month		
1401 540	2401 270	Notice of Appeal		*40.00
1402 540	2402 270	Filing a brief in support of an appeal		
1403 1,080	2403 540	Request for oral hearing		
1451 1,510	1451 1,510	Petition to institute a public use proceeding		
1452 540	2452 270	Petition to revive - unavoidable		
1463 1,620	2453 810	Petition to revive - unintentional		
1501 1,510	2501 755	Utility issue fee (or reissue)		
1502 860	2502 430	Design issue fee		
1503 1,190	2503 595	Plant issue fee		
Petitions to the Commissioner – check fee sheet				
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)		
1808 180	1808 180	Submission of Information Disclosure Stmt		
8021 40	8021 40	Recording each patent assignment per property (times number of properties)		
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))		
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))		
1801 810	2801 405	Request for Continued Examination (RCE)		
1802 900	1802 900	Request for expedited examination or a design application		
Other fee (specify) * Fee Increase for Notice of Appeal				
* Reduced by Basic Filing Fee Paid			SUBTOTAL (3) (\$ 400.00)	

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature			Date	August 17, 2010	

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.